AMENDMENT TO THE CLAIMS

1.   (Currently Amended) A method of capturing user commands from a viewer that are related to viewing content ~~television programming~~, comprising:

receiving a user command at a viewer appliance at a premises of the viewer; and

relative to receiving the user command, concurrently forwarding the user command from the viewer appliance to a component located remotely from the premises of the viewer; ~~and~~

~~remotely from the premises of the viewer, storing information related to the user command upon receiving the user command at the component.~~

2.   (Cancel)

3.   (Currently Amended) The method of claim 1, further comprising:

executing the user command at the viewer appliance to alter an aspect of the content ~~television programming~~ being viewed by the viewer.

4.   (Currently Amended) The method of claim 1, wherein concurrently forwarding the user command ~~storing the information related to the user command~~ comprises concurrently forwarding the user command ~~information related to the user command from the component~~ to a storage device ~~and storing information related to the user command in the storage device~~.

5.   (Currently Amended) The method of claim 4, further comprising matching the user command to a present context ~~at the component~~ and concurrently forwarding ~~including~~ the matching ~~of the user command to the present context in the information related to the user command that is forwarded~~ to the storage device.

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6.   (Currently Amended) The method of claim 4, further comprising determining a result of the user command relative to a present context and ~~concurrently forwarding~~ including the result ~~in the information related to the user command that is forwarded~~ to the storage device.

7.   (Currently Amended) The method of claim 1 ~~4~~, wherein receiving the ~~a~~ user command at the viewer appliance ~~at the premises of the viewer~~ comprises receiving the user command at a set-top box, and wherein forwarding the user command ~~from the viewer appliance to the component located remotely from the premises of the viewer~~ comprises forwarding the user command from the viewer appliance to a video control system~~, and wherein storing information related to the user command in the storage device comprises storing information related to the user command in a marketing information system~~.

8.   (Original) The method of claim 1, further comprising generating targeted advertising based upon the stored information related to the user command.

9.   (Currently Amended) A method of capturing user commands from a viewer that are related to viewing content ~~television programming~~, comprising:

        receiving a user command at a viewer appliance at a premises of the viewer;

        relative to receiving the user command, concurrently forwarding the user command from the viewer appliance to a component located remotely from the premises of the viewer;

        executing the user command ~~at the component~~ to alter an aspect of the content ~~television programming~~ being viewed by the viewer; and

        sending an indication that ~~remotely from the premises of the viewer, continuing to store information related to the user command after~~ the user command has been executed ~~at the component~~.

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10.   (Currently Amended) The method of claim 9, wherein executing the user command ~~at the component to alter an aspect of the television programming being viewed by the viewer~~ comprises switching from one video stream to another video stream being provided to the premises of the viewer.

11.   (Currently Amended) The method of claim 9, wherein <u>forwarding</u> ~~continuing to store~~ the ~~information related to the~~ user command comprises forwarding ~~information related to the~~ user command ~~from the component~~ to a storage device ~~and storing information related to the user command in the storage device~~ after the ~~component has executed the~~ user command <u>is executed</u>.

12.   (Currently Amended) The method of claim 11, further comprising matching the user command to a present context ~~at the component~~ and including the matching ~~of the user command to the present context~~ in the ~~information related to the~~ user command that is forwarded ~~to the storage device~~.

13.   (Currently Amended) The method of claim 12, wherein matching the user command to a present context ~~at the component~~ comprises matching the user command to a current time when the user command is received.

14.   (Currently Amended) The method of claim 11, further comprising determining a result of the user command relative to a present context and including the result in the ~~information related to the~~ user command that is forwarded ~~to the storage device~~.

15.   (Currently Amended) The method of claim 14, wherein determining <u>the</u> a result of the user command ~~relative to a present context~~ comprises determining a change to a new video stream relative to the present context.

16.   (Currently Amended) The method of claim 9 ~~11~~, wherein receiving <u>the</u> a user command at the viewer appliance ~~at the premises of the viewer~~ comprises receiving the user

command at a set-top box, and wherein forwarding the user command ~~from the viewer appliance to the component located remotely from the premises of the viewer~~ comprises forwarding the user command from the viewer appliance to a video control system, ~~and wherein storing information related to the user command in the storage device comprises storing information related to the user command in a marketing information system.~~

17.   (Currently Amended) The method of claim 9, further comprising choosing content ~~television programming to provide to the premises of the user~~ based upon ~~the stored information related to~~ the user command.

18.   (Currently Amended) A system for capturing user commands from a viewer that are related to viewing content ~~television programming~~, comprising:

        a reception mechanism located at a premises of a viewer for receiving user commands;

        a transfer mechanism located at the premises of the viewer, the transfer mechanism concurrently forwarding the user commands ~~for transferring the user commands concurrently~~ relative to the reception mechanism receiving the user commands, the transfer mechanism concurrently forwarding the user commands to a component located remotely from the premises of the viewer; and

        a control mechanism that executes the user commands received by the reception mechanism to control an aspect of the content ~~television programming~~ being provided to the viewer;

        ~~a capture mechanism located remotely from a premises of the viewer that receives the user commands being transferred concurrently by the transfer mechanism; and~~

        ~~a storage mechanism located remotely from the premises of the viewer that continues to store information related to the user commands after the user commands have been executed by the control mechanism and received by the capture mechanism.~~

19.   (Cancel)

20.   (Original) The system of claim 18, wherein the reception mechanism and the transfer mechanism are included in a set top box.

21.   (Original) The system of claim 20, wherein the control mechanism is included in the set top box.

22.   (Currently Amended) The system of claim 18, wherein the transfer ~~control~~ mechanism concurrently forwards the user commands to ~~and capture mechanism are included in~~ a video control system located remotely from the premises of the viewer ~~and wherein the storage mechanism is included in a marketing information system located remotely from the premises of the viewer~~.

23.   (Currently Amended) A method of capturing a user command from a viewer that is ~~are~~ related to viewing content ~~television programming~~, comprising:

    capturing the user command at ~~remotely from~~ the premises of the viewer; and
    continuing to store information related to the user command at ~~remotely from~~ the premises of the viewer after the user command has been executed.

24.   (Currently Amended) The method of claim 23, further comprising executing the user command ~~remotely from~~ at the premises of the viewer.

25.   (Currently Amended) A method of capturing user commands from a viewer that are related to viewing content ~~television programming~~, comprising:

    receiving a ~~the~~ user command at a viewer appliance at the premises of the viewer;
    executing the user command at the viewer appliance; and
    concurrently forwarding the user command from the viewer appliance upon receipt.

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